



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Strategic Media - DC
Attention: Accounts Payable
3299 K St NW
Suite 200
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959974-1	10/14/12	October 2012	10/01/12 - 10/09/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
West/R/Congress	ALLEN WEST 4 CONGRES	

Flight Dates	Order #	Alt Order #
10/03/12 - 10/09/12	959974	06360667

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/05/12	10/05/12	Good Morning America	7-9AM	----1--	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----1--	1	\$275.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/05/12	7:29 AM	Good Morning America	7-9AM	:30	AWTV092701H	\$275.00	NM
4	10/08/12	10/09/12	Good Morning America	7-9AM	MT-----	:30	2	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MT-----	2	\$275.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		10/08/12	7:43 AM	Good Morning America	7-9AM	:30	AWTV100402H	\$275.00	NM
2 WPBF Tu		10/09/12	8:54 AM	Good Morning America	7-9AM	:30	AWTV100402H	\$275.00	NM
5	10/05/12	10/05/12	M-F 3-4P	M-F 3-4P	----1--	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----1--	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/05/12	3:25 PM	M-F 3-4P	M-F 3-4P	:30	AWTV092701H	\$400.00	NM
6	10/08/12	10/08/12	M-F 3-4P	M-F 3-4P	1-----	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		10/08/12	3:46 PM	M-F 3-4P	M-F 3-4P	:30	AWTV100402H	\$400.00	NM
7	10/05/12	10/05/12	PRIMETIME	9-10PM	----1--	:30	1	\$1,000.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----1--	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/05/12	9:40 PM	PRIMETIME	9-10PM	:30	AWTV092701H	\$1,000.00	NM
8	10/06/12	10/06/12	ABC College Football	12-330pm	-----1-	:30	1	\$1,000.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1-	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
959974-1	10/14/12	October 2012	10/01/12 - 10/09/12
Advertiser	Product	Estimate Number	
West/R/Congress	ALLEN WEST 4 CONGRES		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/06/12	10/06/12	ABC College Football	12-330pm	-----1-	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/06/12	6:07 PM	Sat 330-7pm ABC College Footb	330-7pm	:30	AWTV100402H	\$1,000.00 NM
9	10/03/12	10/03/12	WPBF News 25 @ Noon	12pm-1230pm	--1----	1:00	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	1:00	AWTV092601H	\$350.00 NM
10	10/03/12	10/03/12	10-11a Anderson Cooper	10-11a	--1----	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	10:30 AM	10-11a Anderson Cooper	10-11a	1:00	AWTV092601H	\$450.00 NM
11	10/03/12	10/03/12	WPBF News 25 Mornings	6-7AM	--1----	1:00	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	6:22 AM	WPBF News 25 Mornings	6-7AM	1:00	AWTV092601H	\$550.00 NM
12	10/03/12	10/03/12	Good Morning America	7-9AM	--1----	1:00	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	8:37 AM	Good Morning America	7-9AM	1:00	AWTV092601H	\$550.00 NM
13	10/03/12	10/03/12	M-F 3-4P	M-F 3-4P	--1----	1:00	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	3:11 PM	M-F 3-4P	M-F 3-4P	1:00	AWTV092601H	\$800.00 NM
14	10/03/12	10/03/12	Dr. Oz	4-5p	--1----	1:00	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	4:36 PM	Dr. Oz	4-5p	1:00	AWTV092601H	\$1,000.00 NM
15	10/03/12	10/03/12	M-F 5pm News	5-6pm	--1----	1:00	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	5:27 PM	M-F 5pm News	5-6pm	1:00	AWTV092601H	\$900.00 NM
16	10/03/12	10/03/12	WPBF News 25 @ 6:00PM	6-6:30PM	--1----	1:00	1	\$1,050.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--1----	1	\$1,050.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	6:12 PM	WPBF News 25 @ 6:00PM	6-6:30PM	1:00	AWTV092601H	\$1,050.00 NM



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959974-1	10/14/12	October 2012	10/01/12 - 10/09/12
Advertiser		Product	Estimate Number
West/R/Congress		ALLEN WEST 4 CONGRES	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/03/12	10/03/12	4:30a-5a	430a-5a	--1----	1:00	1	\$120.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--1----	1	\$120.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	4:44 AM	4:30a-5a	430a-5a	1:00	AWTV092601H	\$120.00 NM
18	10/03/12	10/03/12	WPBF News 25 Mornings	5:30-5:57am	--1----	1:00	1	\$320.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--1----	1	\$320.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	5:38 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	1:00	AWTV092601H	\$320.00 NM
19	10/03/12	10/03/12	THE CHEW	1P-2P	--1----	1:00	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--1----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	1:28 PM	THE CHEW	1P-2P	1:00	AWTV092601H	\$550.00 NM
20	10/03/12	10/03/12	Dr. Oz M-F 9-10a	9-10a	--1----	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--1----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	9:12 AM	Dr. Oz M-F 9-10a	9-10a	1:00	AWTV092601H	\$450.00 NM
21	10/04/12	10/05/12	WPBF News 25 @ 5am	5-530am	---TF--	:30	1	\$220.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---TF--	1	\$220.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/05/12	5:07 AM	WPBF News 25 @ 5am	5-530am	:30	AWTV092701H	\$220.00 NM
Total Spots							20		

Payment Terms 30 Days

<u>Gross Total</u>	\$10,935.00
<u>Agency Commission</u>	\$1,640.25
<u>Net Amount Due</u>	\$9,294.75